

Message Text

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PAGE 01 SANTIA 02967 211054Z

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C O N F I D E N T I A L SANTIAGO 2967

E.O. 11652: GDS

TAGS: PGOV, PINT, CI

SUBJECT: BIOGRAPHIC DATA ON NEW GOC CABINET MINISTERS

REF: SANTIAGO 2826

REFTEL REPORTED ON THE APPOINTMENT OF THREE CIVILIANS TO HEAD THE MINISTRIES OF FOREIGN RELATIONS, AGRICULTURE AND TRANSPORTATION. THE THREE ARE BEING SWORN IN TODAY, APRIL 20. BIOGRAPHIC INFORMATION FOLLOWS:

--HERNAN CUBILLOS SALLATO (FOREIGN RELATIONS). BORN IN VINA DEL MAR, FEBRUARY 25, 1936, CUBILLOS STUDIED AT SAGRADOS CORAZONES IN VINA DEL MAR AND SANTIAGO; ORATORY PREPARATORY SCHOOL IN BOURNEMOUTH, ENGLAND; AND THE CHILEAN NAVAL ACADEMY. CUBILLOS SERVED IN THE CHILEAN NAVY UNTIL 1961, RESIGNING WITH THE RANK OF LIEUTENANT. HE THEN ENTERED THE WORLD OF BUSINESS, OCCUPYING THE FOLLOWING EXECUTIVE POSITIONS: SECRETARY GENERAL OF THE MELON CEMENT COMPANY (1961-64); ADVISOR AND, LATER, PRESIDENT OF THE "EL MERCURIO" NEWSPAPER CHAIN (1964 TO 1974 -- HE WAS ITS PRESIDENT DURING THE ALLENDE GOVERNMENT, RELUCTANTLY GIVING IT UP WHEN MERCURIO OWNER AGUSTIN EDWARDS RETURNED TO CHILE IN 1974; CUBILLOS SUBSEQUENTLY QUIT); CHAIRMAN OF THE EDITORIAL PORTADA PUBLISHING COMPANY, WHICH PUBLISHES THE WEEKLY "QUE PASA" (1974 TO THE PRESENT). WIDELY
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PAGE 02 SANTIA 02967 211054Z

TRAVELED, CUBILLOS HAS MADE NUMEROUS TRIPS TO THE U.S. (INCLUDING SIX MONTHS IN SAN FRANCISCO), ENGLAND, ARGENTINA AND OTHER COUNTRIES. WHILE IN THE NAVY, HE MADE THREE TRIPS TO THE ANTARCTIC. A CATHOLIC, CUBILLOS IS A FAIRLY REGULAR CHURCHGOER. HE READS EXTENSIVELY, ESPECIALLY IN ENGLISH (WHICH HE SPEAKS FLUENTLY), AND IS VERY MUCH UP-TO-DATE ON EVENTS IN THE U.S. AND AROUND THE WORLD. HE

IS AN ENTHUSIASTIC YACHTSMAN -- HIS YACHT, "CALEUCHE" HAS REPRESENTED CHILE IN NUMEROUS INTERNATIONAL REGATAS. HIS FATHER, AN EX-COMMANDER IN CHIEF OF THE CHILEAN NAVY AND AMBASSADOR TO BRAZIL, DIED IN 1976. CUBILLOS RETAINS CLOSE TIES TO THE NAVY AND TO JUNTA MEMBER ADMIRAL MERINO. MARRIED TO THE FORMER MARCELA SIGALL ORTUZAR, CUBILLOS HAS FOUR CHILDREN: LUIS HERNAN, FELIPE, NICOLAS AND MARCELA.

--ALFONSO MARQUEZ DE LA PLATA (AGRICULTURE). BORN IN SANTIAGO ON JULY 19, 1933. MARQUEZ DE LA PLATA STUDIED AT THE SAINT GEORGE SCHOOL AND AT THE CATHOLIC UNIVERSITY IN SANTIAGO, RECEIVING A DEGREE IN AGRONOMY IN 1955. HE WAS VICE PRESIDENT OF THE CHILEAN NATIONAL AGRICULTURISTS SOCIETY (SNA) FROM 1969 TO 1973 AND ITS PRESIDENT FROM 1973 TO 1977. AN OUTSPOKEN CRITIC OF THE ALLENDE (UP) GOVERNMENT, MARQUEZ DE LA PLATA WAS ELECTED CITY COUNCILMAN OF MOSTAZAL (NEAR RANCAGUA) AND VICE PRESIDENT OF THE FRUITGROWERS ASSOCIATION DURING THE ALLENDE YEARS. HE HAS BEEN CONCENTRATING ON HIS FRUIT GROWING BUSINESS SINCE 1977 AND PARTICIPATING IN AN OCCASIONAL TELEVISION PROGRAM FOCUSING ON AGRICULTURE. MORE RECENTLY, HE HAS BEEN CHIEF EXECUTIVE OFFICER OF THE NEWLY-FORMED BANCO DE SANTIAGO, AN OFFSHOOT OF THE COLOCADORA NACIONAL DE VALORES, ONE OF CHILE'S MAJOR FINANCE ENTERPRISES RUN BY THE GROUP OF BUSINESS LEADERS OFTEN REFERRED TO AS "PIRANAS". AN OUTSPOKEN FOE OF AGRARIAN REFORM -- SINCE ITS BEGINNING UNDER PRESIDENT JORGE ALESSANDRI -- HE IN-

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PAGE 03 SANTIA 02967 211054Z

CURRED THE ENMITY OF MANY ADVOCATES OF AN PARTICIPANTS IN LAND REFORM. GENERALLY, HE CONVEYS THE IMAGE OF THE ARCH-CONSERVATIVE ("MOMIO") AND MEMBER OF THE LANDOWNING OLIGARCHY.

--JOSE LUIS FEDERICI ROJAS (TRANSPORTATION). BORN IN VINA DEL MAR IN 1934. FEDERICI STUDIED ECONOMICS AT THE UNIVERSITY OF CHILE, WHERE HE LATER TAUGHT AND DID RESERACH. HE STUDIED IN YALE UNDER A GRANT IN 1960, SPECIALIZING IN TRANSPORTATION ECONOMY. FEDERICI SERVED AS DIRECTOR OF THE STATE-OWNED RAILROAD COMPANY FOR A YEAR (DATE UNKNOWN), WHERE HE TOOK DRASTIC MEASURES TO C COSTS AND REDUCE THE DEFICIT. HIS LAYOFFS OF PERSONNEL AND CUTBACKS ON SERVICE MADE HIM UNPOPULAR IN MANY QUARTERS, INCLUDING WITH SOME MILITARY. HE HAS BEEN THE GENERAL MANAGER OF THE NATIONAL COAL COMPANY (ENACAR). MARRIED TO THE FORMER EDDA MAGGI, HE HAS FIVE CHILDREN.

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